

THE ANSWER TO SMOKING TODAY.

Benson & Hedges has developed a cigarette for the way we live today.

Introducing new Concord, from Benson & Hedges, with less visible smoke so it's nicer to be near.

We streamlined the shape to bring you a cigarette that smokes differently from any you've ever tried. You'll ask how so little smoke can give you so much taste.

A simple side-by-side comparison with a regular cigarette can be very revealing. One look at new Concord from Benson & Hedges shows you that indeed something new is in the air: less visible smoke.

You owe it to yourself and those around you to try this remarkable cigarette. It is the answer to smoking today.



SOMETHING NEW IS IN THE AIR.

ALL THE TASTE
AND A FRACTION OF
THE VISCIBLE SMOKE.

**NEW
CONCORD**
FROM BENSON & HEDGES

ADEN GENERAL'S WARNING: Smoking causes lung cancer, heart disease, and may complicate pregnancy.

2045625738